

HODGES SQUARE & GREATER NORTHEAST NEW LONDON

PLACE-MAKING & REVITALIZATION




NORTH/NORTHEAST NEW LONDON AREA

PROJECT DEFINITION

Project Definition: The Hodges Square project identifies and integrates community assets for the sake of mobilizing those assets, and creating the structures and processes which encourage the community to employ these assets in a revitalization initiative.

Project Scope: To identify the community assets (physical, natural, institutional, associations, and businesses) comprising the area from the State Pier inclusive of Crystal Avenue, south of Quaker Hill Village, and west to Frontage Road.



PROJECT METHOD

The premise of the Hodges Square project was to

- View HS as the central commercial hub with a radius of 1.44 square miles, 1500 households or 3,000 residents (excluding the US CGA and Conn. College campuses which adds another 3,000 students/cadets and faculty/staff).
- Identify key existing assets which could become building blocks for revitalization: physical, natural, institutions, associations, business, neighborhood enterprises.
- Using the well established building community from the inside-out asset mapping formulated by Northwest University's Asset-based Community Development, the project team:
 - Mapped the mentioned assets, their locations,
 - And with the use of municipal data and 2010 census was able to glean financial expenditures and property ownership.
- A series of community workshops to present mapping discovery/outcomes, community envisioning around the notion of an **urban village**, and provide approaches for assuring a local-based ownership was undertaken.

ASSET MAPPING START WITH COMMUNITY STRENGTHS



PROCEED WITH THE GLASS HALF FULL

THREE PHASES

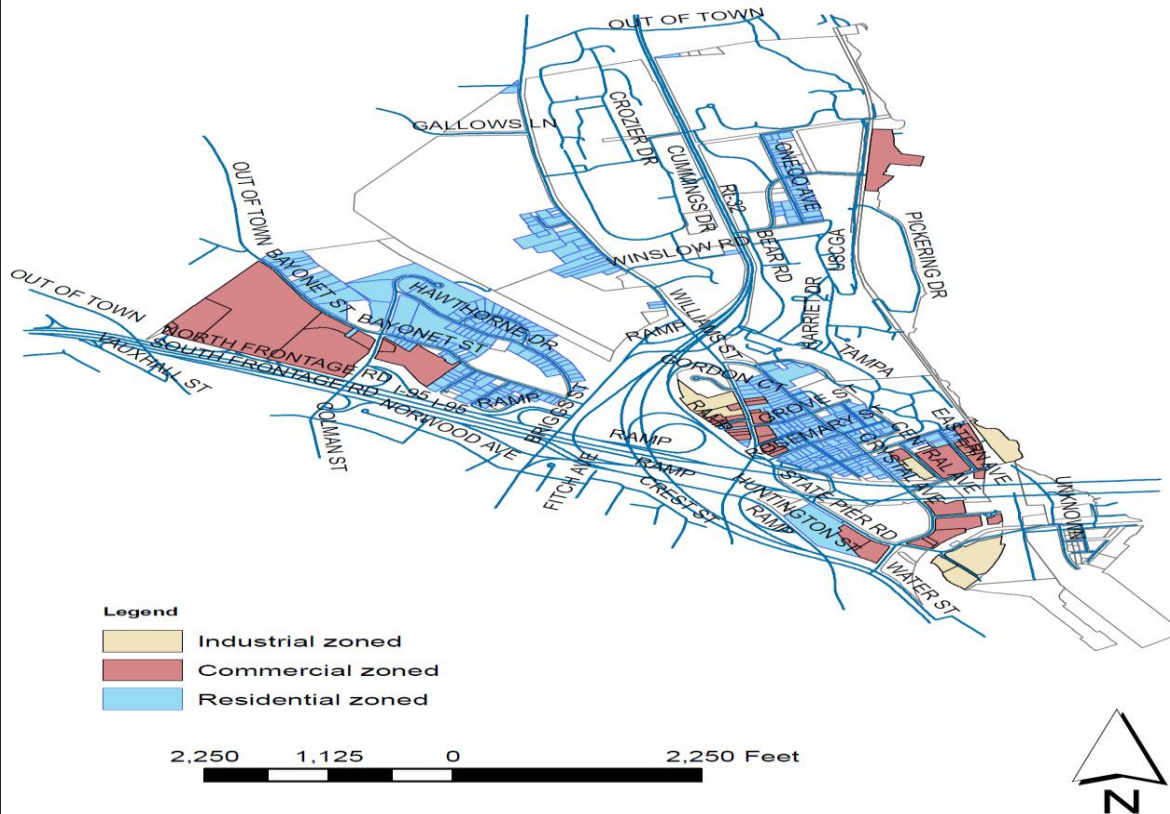
Guided by principles of resilience & quality of life, the workshops focused on:

- Community-serving business(s)
- Community Governance and initial projects
- Capital funding for community development projects, and entrepreneurial initiatives.

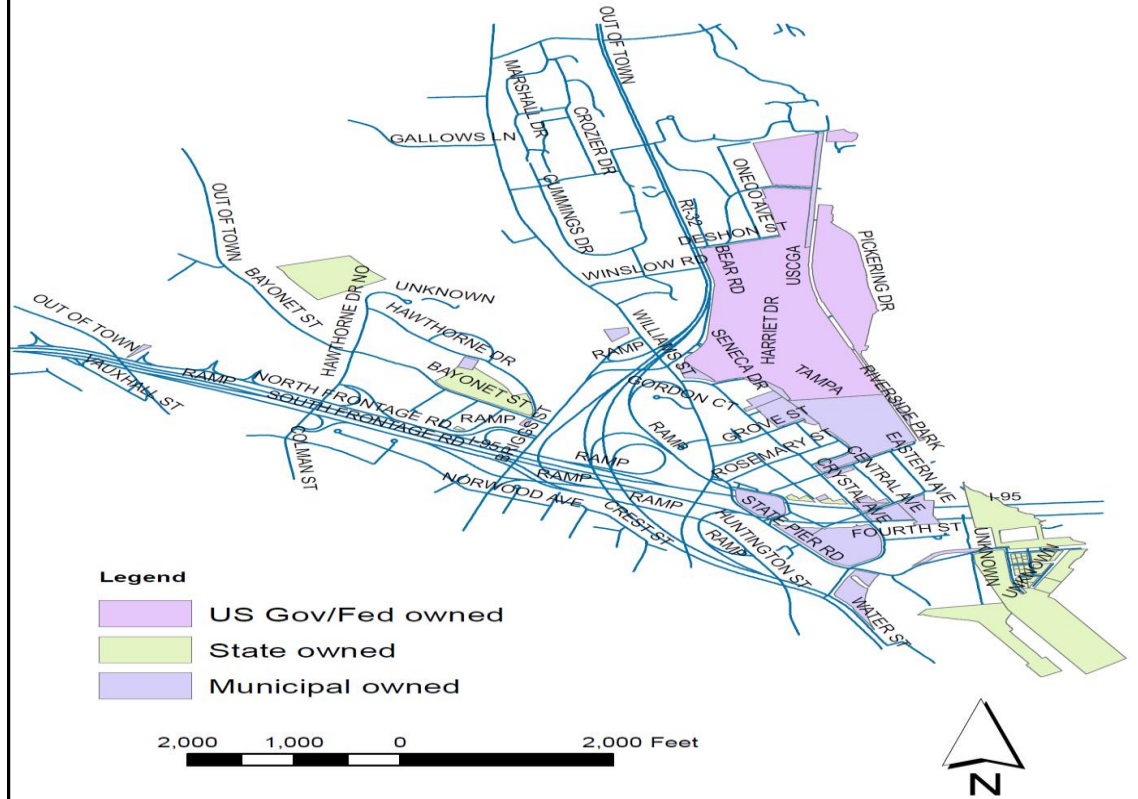
While not a central issue, community health is viewed as critical to any notion of resilience & quality of life in the community and so the themes around the workshop principles require the integration of healthy living environments.



Resid./Commerc./Indust. Zoned



City/State/Fed owned land



Data Source: New London Assessor's Office

KEY COMMUNITY ASSETS

Physical structures

Natural landscapes and waterways

Institutions based in the community

Associations where residents are members or associates

Businesses in the community and/or serve the community



ASSET EXAMPLES

Natural

- Thames River estuary access
- Riverside Park forested/open public space

Institutions

- Connecticut College
- US Coast Guard Academy
- Winthrop Elementary School
- New London Government

Associations

- Polish and Moose Clubs,
- Neighborhood Alliance and Neighborhood Watch
- Nearby churches,
- Boys and Girls Club

Physical

- Landmark housing including one of the oldest hydraulic mills – Old Town Mill
- Major roadway access into the area
- Mixed commercial / residential buildings
- A mix of vacant/under utilized land and building stock
- Boat landing and major state pier

Businesses

- Ethnic grocer, copier, ethnic & American cuisine restaurants, two barber shops, and one salon shop make up the core community-based services. A liquor store and 3 gas stations are also part of this once vibrant commercial district. The latter primarily serve as filling stations for traffic passing through the area

KEY MEASURES

Demographics
Community Annual Expenditures
Land Ownership and Use



DEMOGRAPHICS & HOUSEHOLD FINANCE ASSETS

Population	Total Area	Hodges Square Only
Households	1,805	873
Families	1,591	380
Owner Occupied Housing	878	180
Renter Occupied Housing	1,317	272
Median Age	29.6	32.3
Median Household Income	\$27,580	\$30,392
White	49.7	52.2
African-American	18.3	23.5
Hispanic (any race)	46.5	30.5
Some Other Race	19.4	10.7
Total expenditure	\$62,131,786	\$13,667,359
Total community/year		

COMMUNITY FINANCIALS

NORTHEAST NEW LONDON

Assessed Values		Total Assess- ment Value	Total Appraisal	Annual Expenditures	Annual Recreation
Land	Improvement	Total			
\$153M	\$376M	\$530M	\$757M	\$62M	\$1.1M

IDEA GENERATING OPPORTUNITIES

Given the annual Expenditures, the work group identified two key economic opportunities

- Food (\$7,985,165 12.9%)
- Travel/Transportation (\$9,186,877 14.8%)
\$17m expenditures was the focus of economic opportunity (28% of total annual expenditures).

Workshops focused on food production, preparation and services (e.g., Local Sprouts Cooperative in Portland, ME: www.localsproutSCOoperative.com & Zingerman's Deli, an interdependent business model in Ann Arbor, MI: www.zingermansdeli.com/#

Travel was viewed as an opportunity to save \$\$ through walkable and bike-able proximity of community-serving businesses.

COMMUNITY GOVERNANCE

Community governance provides community empowerment, oversight and review of vision, plans and investment in the community.

- Governance Forming Committee
- Committee Members: Co-chairs: Forrest Sklar & Cathi Strothers, Robert Lee, Priscilla Peabody, Mahmut Tandugan, Advisors (Art Costa & Jerry Sinnamon – TVSC)
- Subcommittees
 - New London Field of Greens Farmers' Market on Hodges Square
 - Williams Street/Hodges Square Corridor Beautification
 - Business and Economic Strategies



COMMUNITY INVESTMENT CAPITAL

A series of workshops were held on connecting investors to local economic development.

On May 31st a national leader in community capital investment – Michael Shuman – provided the Greater New London Community with an array of options. A group from the Hodges Square Governance Committee actively participated.

Subsequent workshops to build on the Shuman options are planned starting July 1.



GOING FORWARD

- In process is a **survey** to obtain an aggregate of **ideas and priorities** for the area with results revealed on June 25.
- Continued **governance development** and expansion of the committee to include other interested community members and identify specific talents for mobilization
- Integrate and prioritize work based on surveys (Do)
- **Thinking Lighter, Quicker, Cheaper** to implement the market and beautification project
- Work on Food-based economy, business models and local capital investment frameworks (Explore Options & Do)
- Strategic & Detailed plans, including DOT and New London approaches to collaborative revitalization (Do)
- Urban Village: Zoning & Land/Property purchase (Explore)

Based on the master plan, a search for funding for specific projects will be undertaken.





VISION